

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A computer-implemented method for managing digital content for a company website on a global basis, comprising the steps of:

receiving, at a content management application, a request to create updated content on a content page within said company website;

creating an updated content page wherein said updated content page comprises component mapping data relating to said request; ~~creating at least one content page having objects defining said content, said objects comprised of elements;~~

defining relationships between said component mapping data objects on said updated content page and said updated content; ~~elements comprising said objects;~~

generating a markup language file incorporating said relationship definitions relationships; and

storing said markup language file in a single-data base globally accessible by a plurality of authorized reviewers before posting said markup language file on said company website user.

2. (currently amended) The method of claim 1, wherein including generating said markup language file is in the eXtensible Markup Language (XML) format.

3. (currently amended) The method of claim 1, further including the steps of:
retrieving said stored-data markup language file from said database; and
translating said retrieved file to a markup language file from a first markup language format to a second markup language format for presentation on said company website upon request by a user of said company.

4. (currently amended) The method of claim 1, wherein storing said markup language file including includes storing said ~~scripting~~ markup language file in an extensible database that is platform and software independent.

5. (currently amended) The method of claim 2 1, further including the steps of:
retrieving said stored-data markup language file from said database; and

translating said ~~retrieved file data to a preselected~~ markup language file from a first markup language format to an HTML format for presentation on said company website ~~upon~~ request.

6. (currently amended) The method of claim 2 1, wherein storing said markup language file including includes storing said scripting markup language file, wherein said markup language file is an XML file, in an extensible database that is platform and software independent.

Claim 7-10 (canceled).

11. (new) The content management application of claim 1 further configured to facilitate generating said markup language file in eXtensible Markup Language (XML).

12. (new) The content management application of claim 1 further configured to facilitate:
retrieving said markup language file from said database; and
translating said markup language file from a first markup language format to a second markup language format for presentation on said company website.

13. (new) The content management application of claim 1 further configured to facilitate storing said markup language file in an extensible database that is platform and software independent.

14. (new) A computer-readable storage medium containing a set of instructions for a general-purpose computer comprising:

receiving a request to create updated content on a content page within said company website;

creating an updated content page wherein said updated content page comprises component mapping data relating to said request;

defining relationships between said component mapping data on said updated content page and said updated content;

generating a markup language file incorporating said relationships; and,

storing said markup language file in a data base globally accessible by a plurality of authorized reviewers before posting on said company website.